

Video Games and Consoles - UK - October 2012

Report Price: £1750 / \$2834 / €2204

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“The Nintendo Wii U is in a potentially weak position, attempting with the Pro Controller to appeal to more traditional gamers who are likely to already have an affinity to Microsoft or Sony's consoles, whilst simultaneously attempting to convince those gamers who enjoyed the initial Nintendo Wii that this updated version, with an entirely new control system, is just as worthy of their attention.”

– Samuel Gee, Technology Analyst

In this report we answer the key questions:

- How substantial a threat are casual games to portable and static consoles?
- Will downloadable content replace boxed discs in 2013?
- How successful is the next iteration of the Nintendo Wii likely to be?
- Are consumers likely to embrace consoles as entertainment hubs?

A ‘games console’ in this report is defined as any device specifically built to facilitate the playing of games. Devices such as smartphones, tablets and portable media players – which are capable of playing games but which were not specifically designed for this purpose – are not included under this definition.

Games consoles can either be ‘fixed’, in which case they remain physically in one place, attached to a television, or ‘portable’, in which case they can be carried around and played without the addition of any external equipment.

A ‘video game’ in this report is defined as any game specifically built and designed to be played on a fixed or portable console. Video games can either be physical, in which case they are purchased as a boxed disc, or digital, in which case they are downloaded from a digital distribution service.

The market size calculations for this report take into account fixed and portable console sales, as well as physical and digital video game sales, but do not include the sale of other devices capable of playing games – such as smartphones and tablets – or games playable on those devices – such as casual games.

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